



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 12/18/2000

GAIN Report #SP0054

Spain

Promotion Opportunities - 2001

2000

Approved by:

Leslie O'Connor

U.S. Embassy

Prepared by:

Magdalena Escudero

Report Highlights:

This report provides information on three food shows that will take place in Spain during 2001: CONXEMAR, SAL/HOREQ and BioCultura.

Includes PSD changes: No

Includes Trade Matrix: No

Unscheduled Report

Madrid [SP1], SP

Executive Summary

Office of Agricultural Affairs
American Embassy - Madrid
PSC 61 - (Box 20)
APO AE 09642

Phone: (011-34) 91 564 5275 - Fax: (011-34) 91 564 9644
E-Mail: AgMadrid@fas.usda.gov

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I. Trade Shows

"CONXEMAR 2001"
October 2 - 4, 2001
Vigo (Pontevedra), Spain

CONXEMAR is a seafood show held annually in Spain, which features frozen and some fresh seafood products. Vigo, in the North-West of Spain, is the main import port for frozen seafood products.

The firms exhibiting are producers, importers, exporters and distributors of seafood products - frozen and precooked. The show is organized by the Spanish Association of wholesalers, importers and exporters of seafood products.

Participation in Conxemar 2001 will increase the awareness of the Spanish importers of the large availability of U.S. high quality seafood products. It will help U.S. seafood exporters to meet with the key players of the Spanish and other European countries seafood business.

During Conxemar 2000 there were about 12,000 professional visitors.

Contact: Leslie O'Connor or Magdalena Escudero - Office of Agricultural Affairs - American Embassy - Serrano, 75 - 28006 Madrid. Tel: (011 - 34) 91 564 5275, Fax: (011 - 34) 91 564 9644, e-Mail: EscuderoM@Fas.usda.gov.

THE FOOD WEEK - HOTEL, RESTAURANT, CATERING AND EQUIPMENT WEEK

May 22 - 26, 2001

Madrid, Spain

The 2001 show will be the fourth edition of The Food Week, and the first time it will be organized together with a Hotel, Restaurant and Institutions sector show. It will be a good opportunity to meet with the food distribution, HRI sector and food processors. The latter sector is growing every year at a very fast pace (13 percent in 1999). In 1999, the HRI sector accounted for about 26 percent of total food expenses in Spain. Total food production in 1999 was over 9 trillion pesetas.

This show represents an excellent opportunity for U.S. food producers and exporters; in one show they will be able to meet with the two main food distribution sectors.

Contact: Ms. Leo Pizarroso - HOREQ/SAL - Parque Ferial Juan Carlos I - 28042 Madrid - 28042 Madrid, phone: (011-34) 91 722 5061, fax: (011-34) 91 722 5788, e-mail - web page: alimentacion@ifema.es - www.alimentacion.ifema.es

BIOCULTURA 2001

May 4-7, 2001 - Barcelona

November 1-4, 2001 - Madrid

BIOCULTURA is an organic products show that is organized every year in two different locations and dates: Barcelona (May) and Madrid (November).

The show is organized by Asociacion Vida Sana. This association was created in 1974 to fill a need for an entity that could set the basis for organic agriculture. This association has taken part in the regulation and standardization of organic products in Spain through the Ministry of Agriculture since 1983. They also organize courses to promote organic agriculture. In 1985 they organized the first BIOCULTURA show in Madrid. In 1993 they started to organize the show in Barcelona.

BIOCULTURA 2001 in Madrid will take place 1- 4 November, and in Barcelona 4 - 7 May 2001.

The Madrid show attracts more exhibitors (about 500 and around 140,000 visitors of which 30 percent are professionals) than the show in Barcelona, with some 450 exhibitors and 75,000 visitors (20 percent professionals).

Contact: BioCultura - Clot, 39 - 08018 Barcelona; phone: (011-34) 93 265 2505, fax: (011-34) 93 265 2454, E-Mail - Web Page: asvidasana@retemail.es - www.biocultura.org